

OCTOBER 28, 1895.

FOREHANDNESS.

A SELLING EVENT AT THE PEOPLE'S STORE

THAT IN EVERY FEATURE OF ITS MAGNANIMITY POINTS WITH ITS FINGER OF MYSTERY IN THIS RETAILING TO A JANUARY POSSIBILITY.

create their own way of selling. The world of chances works the possibilities that proves them the benefactors of this city and its surroundings.



October Merchandise at January Prices.

WHERE ELSE THIS STATEMENT? WHERE ELSE SUCH STATEMENT, BACKED BY ACTUAL FACTS? CLEAR, FREE SELLING TO ALL THAT COME TO BUY. A world of wonders in quantity, in quality. A world of wonders in the prices. What was never before will be here with Monday Morning's opening. THE INVITATION goes to those of extravagant exclusiveness in the richest styles or the economical searcher for the most useful.

ALL AT UNDERPRICES.

BLANKETS.

Forgot to add a colored border—\$1 White Lamb's-Skin Blankets, full size and full weight, for \$2.50 ready at 10 o'clock.

12x12 bite Blanket, full 16x4 for \$2.

A mermaid bags on his \$2.50 White Blanket. By comparison we see the same for \$2.50.

Extra size and weight Michigan Wool & Silk Blanket, for \$2.50.

California Wool-Blanket, full 11-4, \$2.50.

Blanket, for \$2.50.

MISSISSIPPI WOOL 10x4 White Blanket for \$2.50, a pair.

NEW SILKS.

Hundreds of pieces—enough to charm the angels. New prices that will not empty your pocket-book. From a enlightened holder of Silks:

Rich and Gorgeous Brocades in White or Cream, 22 grade for \$1.12; \$1.25 grade for \$2.50.

Persian Taffeta Silks, every conceivable style, \$1.50.

new Parrot-Eye Silk Chameleons, \$1.25.

Black Satin Brocades, all silk, usual \$1 value, for \$2.50.

SURPRISE PRICES ON

25 pieces Chameleons Taffeta Silks, street and evening shades, 30c. usual price, \$1.25.

Black Satin Duchesse, near a yard wide, imported to \$2.50 a yard, here for \$1.25.

Plain India Silks, Evening Shades and Colors, 30c. a yard.

All-Silk Charitable Taffetas, 75 to 90c. grades, for \$2.50.

All-Silk Satin Duchesses, \$1.25 grade, for \$2.50.

Black All-Silk Taffeta, 75c. grade, for \$2.50.

Electric Seal Garlands Capes, 26 inches long, collar and trimming of Thibet, \$2.50 garments for \$2.50.

Combination of Boucle Cloth and Velvet Capes, new and handsome, \$2.50 value for \$2.50.

Handsome Velvet Velour Capes, trimmed and untrimmed, start the price \$1.25 and end at \$2.50 the kind that start at \$2 and end at \$2.50.

And there are hundreds of other Garments, and also some 25 Misses' Garments. Neither the prices nor the garments can be duplicated.

Ladies' Dresses, Boucle Cloth Boxes, flaring skirts, for \$1.50 a Suit Others in plain Serge and Diagonal, Black, Navy, or Mixtures, from \$6.98 up.

DRESS FABRICS.

If the prices are wonderful and the styles the newest and the much-looked-for kind, credit the Cohen Company with the savings. Prices are invariably made in accordance with the buying.

The all-we-can get profit is not known here. Read the saving:

Crescent Boucle, were \$2.50 here for \$2.50.

Scotch Boucle, were \$2.50 here for \$2.50.

Fancy Cloth Checks in Chameleons, etc., for tailor-made dresses, \$2.50 the piece here for \$2.50.

Chameline Covert Diagonals, for tailor-made dresses, \$2.50 the price, here for \$2.50.

Table-Covers, Table Damasks, Napkins, Tray-Cloths, etc., for \$2.50 here for \$2.50 the price, here for \$2.50.

Spokane French Basket-Weave, in plaid effect, \$2.50 the price, here for \$2.50.

Capitola, silk background, with tufts of worsted, \$2.50 the price, here for \$2.50.

French Silk and Wool Plaids, \$2.50 a yard the price, here for \$2.50.

Wool-Weave Mohair Diagonal, \$2.50 grade, for \$2.50.

Priestley Fancy-Weave, every style you produce, \$2.50 and \$2.50.

WAREHOUSE SAMPLES OF LINEN.

The samples of Linens from which all the linens in this country have been sold from for the last three months will be offered you today, 50c. on a dollar is the price of 'em.

BLACK DRESS GOODS.

Two thirds of all the great stock is at half value—our usual way of selling. Head the new prices. Each price warranted as if you paid full value:

6-inch-wide Priestley Clay Serge, that usually sells for \$2.50 here for \$2.50.

All-Wool Trifles Jaquard for \$2.50.

Light-colored Broadcloth for \$2.50.

Embossed Handstitched Initial Handkerchiefs, \$2.50-\$2.50 kind.

FROM 10 TO 11 O'CLOCK:

NOT ENOUGH TO LAST LONGER: Housekeepers' Ginghams Aprons, well made, cut full, \$2.50 each.

Tan Mixed Covert Cloth Coats, heavy, newest cut, \$2.50 our here-to-fore price, now for \$2.50.

New Military Kersey Cloth Capes for \$2.50.

New Fur Capes, full sweep, 24 inches long, \$2.50 capes for \$2.50 each.

Real Astrachan Coats, for \$2.50 each, newest and most beautiful in every style, \$2.50.

New Kersey Coat, box front, coat back, tailor stitch, Worth sleeves, \$2 coats, for \$2.50.

MISSISSIPPI WOOL 10x4 White Blanket for \$2.50, a pair.

ALL THOUSAND GARMENTS.

Hundreds of pieces—enough to charm the angels. New prices that will not empty your pocket-book. From a enlightened holder of Silks:

Rich and Gorgeous Brocades in White or Cream, 22 grade for \$1.12; \$1.25 grade for \$2.50.

Persian Taffeta Silks, every conceivable style, \$1.50.

new Parrot-Eye Silk Chameleons, \$1.25.

Black Satin Brocades, all silk, usual \$1 value, for \$2.50.

Black All-Silk Taffeta, 75c. grade, for \$2.50.

From 10 to 11 o'clock.

Silk Gauze, all shades in tinsel effects, 48 inches wide, for 40c. a yard. One dress to any one customer.

BLACK DRESS GOODS.

Two thirds of all the great stock is at half value—our usual way of selling. Head the new prices. Each price warranted as if you paid full value:

6-inch-wide Priestley Clay Serge, that usually sells for \$2.50 here for \$2.50.

All-Wool Trifles Jaquard for \$2.50.

Light-colored Broadcloth for \$2.50.

Embossed Handstitched Initial Handkerchiefs, \$2.50-\$2.50 kind.

FROM 10 TO 11 O'CLOCK:

NOT ENOUGH TO LAST LONGER: Housekeepers' Ginghams Aprons, well made, cut full, \$2.50 each.

Tan Mixed Covert Cloth Coats, heavy, newest cut, \$2.50 our here-to-fore price, now for \$2.50.

New Military Kersey Cloth Capes for \$2.50.

New Fur Capes, full sweep, 24 inches long, \$2.50 capes for \$2.50 each.

Real Astrachan Coats, for \$2.50 each, newest and most beautiful in every style, \$2.50.

New Kersey Coat, box front, coat back, tailor stitch, Worth sleeves, \$2 coats, for \$2.50.

MISSISSIPPI WOOL 10x4 White Blanket for \$2.50, a pair.

ALL THOUSAND GARMENTS.

Hundreds of pieces—enough to charm the angels. New prices that will not empty your pocket-book. From a enlightened holder of Silks:

Rich and Gorgeous Brocades in White or Cream, 22 grade for \$1.12; \$1.25 grade for \$2.50.

Persian Taffeta Silks, every conceivable style, \$1.50.

new Parrot-Eye Silk Chameleons, \$1.25.

Black Satin Brocades, all silk, usual \$1 value, for \$2.50.

Black All-Silk Taffeta, 75c. grade, for \$2.50.

From 10 to 11 o'clock.

Silk Gauze, all shades in tinsel effects, 48 inches wide, for 40c. a yard. One dress to any one customer.

BLACK DRESS GOODS.

Two thirds of all the great stock is at half value—our usual way of selling. Head the new prices. Each price warranted as if you paid full value:

6-inch-wide Priestley Clay Serge, that usually sells for \$2.50 here for \$2.50.

All-Wool Trifles Jaquard for \$2.50.

Light-colored Broadcloth for \$2.50.

Embossed Handstitched Initial Handkerchiefs, \$2.50-\$2.50 kind.

FROM 10 TO 11 O'CLOCK:

NOT ENOUGH TO LAST LONGER: Housekeepers' Ginghams Aprons, well made, cut full, \$2.50 each.

Tan Mixed Covert Cloth Coats, heavy, newest cut, \$2.50 our here-to-fore price, now for \$2.50.

New Military Kersey Cloth Capes for \$2.50.

New Fur Capes, full sweep, 24 inches long, \$2.50 capes for \$2.50 each.

Real Astrachan Coats, for \$2.50 each, newest and most beautiful in every style, \$2.50.

New Kersey Coat, box front, coat back, tailor stitch, Worth sleeves, \$2 coats, for \$2.50.

MISSISSIPPI WOOL 10x4 White Blanket for \$2.50, a pair.

ALL THOUSAND GARMENTS.

Hundreds of pieces—enough to charm the angels. New prices that will not empty your pocket-book. From a enlightened holder of Silks:

Rich and Gorgeous Brocades in White or Cream, 22 grade for \$1.12; \$1.25 grade for \$2.50.

Persian Taffeta Silks, every conceivable style, \$1.50.

new Parrot-Eye Silk Chameleons, \$1.25.

Black Satin Brocades, all silk, usual \$1 value, for \$2.50.

Black All-Silk Taffeta, 75c. grade, for \$2.50.

From 10 to 11 o'clock.

Silk Gauze, all shades in tinsel effects, 48 inches wide, for 40c. a yard. One dress to any one customer.

BLACK DRESS GOODS.

Two thirds of all the great stock is at half value—our usual way of selling. Head the new prices. Each price warranted as if you paid full value:

6-inch-wide Priestley Clay Serge, that usually sells for \$2.50 here for \$2.50.

All-Wool Trifles Jaquard for \$2.50.

Light-colored Broadcloth for \$2.50.

Embossed Handstitched Initial Handkerchiefs, \$2.50-\$2.50 kind.

FROM 10 TO 11 O'CLOCK:

NOT ENOUGH TO LAST LONGER: Housekeepers' Ginghams Aprons, well made, cut full, \$2.50 each.

Tan Mixed Covert Cloth Coats, heavy, newest cut, \$2.50 our here-to-fore price, now for \$2.50.

New Military Kersey Cloth Capes for \$2.50.

New Fur Capes, full sweep, 24 inches long, \$2.50 capes for \$2.50 each.

Real Astrachan Coats, for \$2.50 each, newest and most beautiful in every style, \$2.50.

New Kersey Coat, box front, coat back, tailor stitch, Worth sleeves, \$2 coats, for \$2.50.

MISSISSIPPI WOOL 10x4 White Blanket for \$2.50, a pair.

ALL THOUSAND GARMENTS.

Hundreds of pieces—enough to charm the angels. New prices that will not empty your pocket-book. From a enlightened holder of Silks:

Rich and Gorgeous Brocades in White or Cream, 22 grade for \$1.12; \$1.25 grade for \$2.50.

Persian Taffeta Silks, every conceivable style, \$1.50.